



# Inventures Insights

September 2022 Newsletter



## Importance of Governance and Operations Assessment

Alliances and associations, just like businesses, can get stuck in the rut of doing the same thing with the same people year after year. The inertia required to break out of that familiar approach of governing or operating an organization can be high. This is especially true when volunteer leaders have demanding day jobs that limit the detailed analysis necessary to steer the organization in new directions.

Most Boards and leaders prefer making decisions based on objective data, but rarely have time to collect that data. Fresh eyes and ears are needed to dig deeply into existing processes and ways of working to extract objective data and compare it to best practices, resulting in actionable intelligence for decision makers. Providing this actionable intelligence is precisely what Inventures' governance and operations consulting accomplishes.

While the consulting approaches may differ from client to client, two foundational approaches are used to gather and report on the "health" of the alliance or association. The first is called the AQ (Alliance Quality) program. This survey-based approach gathers perspectives from Board members, organization leadership, staff and key members resulting in objective measures of how the organization, its leadership and staff collaborate and understand each other. The second approach is an interview-based program to identify both strengths and weaknesses of an organization's governance and operations. Findings from this second approach bring data-supported recommendations to leadership to consider fresh approaches to their mission and programs.

Clients have consistently appreciated a fresh look at how their alliance or association could break out of its familiar way of working. If your organization could use an outside perspective by seasoned alliance and association professionals, please [contact us](#) or visit our [website](#) for more information.

## Inventures Welcomes New Client



Inventures welcomes [Wireless Broadband Alliance](#) (WBA) to its client roster providing a range of services including consulting and headquarter support services.

"We are excited to have WBA on board and our team looks forward to supporting them in achieving their mission and delivering value to their members," said Stan Moyer, President of Inventures. WBA is a global organization that connects people with the latest Wi-Fi initiatives. Founded in 2003, the vision of the organization is to drive seamless, interoperable service experiences via Wi-Fi within the global wireless ecosystem. WBA's mission is to enable collaboration between service providers, technology companies, cities, regulators and organizations to achieve that vision. WBA's membership is comprised of major operators, identity providers and leading technology companies across the Wi-Fi ecosystem with the shared vision.

# 5 Ways to Spruce Up Your Organization's Social Media

The value of a strong social media presence is undeniable in today's day and age. These platforms allow organizations to connect one-on-one with their target audience and nurture those users into potential members or contributors. Regardless of your budget, there are numerous ways to spruce up your social media strategy, leaving a long-lasting impression.



## 1. Build Relationships with Your Audience

It might sound cliché, but don't leave the "social" out of your social media presence. Think strategically about what type of content might be valuable to your audience, and what might they find interesting thought-provoking. Ask questions to your audience to start conversations or utilize the polling feature on various platforms to engage your followers.

## 2. Think Collaboratively

Always be sure to utilize the @mention for specific people or organizations that you reference in your posts. This not only provides them with a notification but also showcases your collaborative and supportive mindset.

## 3. Keep Things Visual

No matter the social media platform, photo and video content will always garner higher results. Utilize engaging imagery or graphics to draw in your audience. Try fun animated-style content that will catch the viewer's eye. Capture video content at events or meetings and share to add a bit of personality to your brand.

## 4. Stay in Tune with What's Trending

There is endless value in staying on top of the trends in your industry. Whether it's a popular hashtag or viral meme, posting content that is building off the buzz will typically perform better in any algorithm.

## 5. Be Active and Consistent

Simply put, inactive social media platforms are a bad look for your organization. Consistent engagement and posting will greatly benefit you in the long run and does not need to take up much time in your busy schedule. Incorporate a social media scheduling and posting tool, prioritize your social networks based on your industry's behavior, and repurpose content so you don't have to constantly reinvent the wheel.

While there is no one way to go about social media, the above tips will give your platforms a boost and engage your audience in new ways. Test out a few of the above and see what works best for your organization. Even if you only incorporate a few, the value it will bring to your platforms will ultimately better your organization's growth and digital presence.

## Employee Spotlight:

### What is your role at Inventures?

I have worn many different hats during my 13-year tenure at Inventures. Currently, I serve Thread Group as their Program Director and have been in this role since 2014. I work closely with my Inventures colleagues and Thread Group leadership to ensure a

successful, healthy and well-run organization. One of the most rewarding things about my job is seeing the Thread technology come to life in new products from leading brands like Amazon, Apple, and Google. I also love my team and the people I get to work with in the Internet IoT industry.

### What does your job entail and what is a typical day like?

A typical day involves working side-by-side with the Board of Directors and Executive Committee on launches, strategic initiatives, and supporting the membership to ensure their needs are met. I am also responsible for the overall operations of Thread Group including financial management, legal, and ensuring the membership can collaborate effectively and efficiently.

### What's the key to managing volunteer-based alliances and associations??

Having a clear purpose helps drive the organization and its membership towards a common goal. Without a clear purpose, it is easy to get distracted by competing priorities that may not necessarily align with the alliance's vision and mission, which is foundational to volunteers staying on track.

### If you could do another job for just one day, what would it be?

I would love to be a special effects makeup artist on a movie set. Special effects makeup goes above and beyond traditional makeup and it brings creativity to a new level. It is essential in creating a character's role and the possibilities are endless when it comes to transforming appearance.

Rusi Kelly  
Program Director



## Client News

### Thread Group Launches Thread 1.3.0



[Thread Group](#), an industry alliance enabling IoT convergence, and addressing challenges around security, energy footprint, and architecture at the network layer, recently announced the next iteration of its wireless networking protocol, Thread 1.3.0, now enabling Matter Building on previous iterations, Thread 1.3.0 is fully backward compatible, opening up the possibilities for widespread IoT adoption in homes and commercial buildings, by resolving barriers for both device manufacturers and end users. Thread 1.3.0 users will experience seamless response across Matter devices, seamless integration into existing network infrastructure, simplified in-field firmware updates and more. Read the full [press release](#).

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